



Country Pet Foods

www.countrypet.com



At A Glance:

- **Company:** Country Pet Foods
- **Location:** Santa Monica, CA
- **Industry:** Retail
- **Challenges:**
 - Country Pet Foods needed an integrated business management solution that their multi-national locales could access
- **Software switched from:**
 - QuickBooks, PC Anywhere, MS Access, GoMerchant
- **Results with NetSuite:**
 - \$10,000+ annual savings in employee time, \$15,000 increase in annual sales



“We really benefit from the added ability of our customers and vendors to go online 24-hours-a-day to check on orders, stock, and invoices and to make payments. It’s a very professional offering that has helped us attract new clients.”

*— Richard Osborne, Owner
Country Pet Foods*

The Results:

Country Pet Foods is saving about \$10,000 a year in employee time because they no longer require double data-entry, the sales staff can now enter orders directly and easily, and finally, they spend less time traveling between their different locations.

The Suite has directly impacted their revenue, as well. The increase in out-of-town leads their expanded sales staff has generated and the new clients gained with the online customer access has increased sales approximately \$15,000 a year.

The Challenge:

Country Pet Foods is an international manufacturer, distributor, and retailer of frozen, natural all-meat dog and cat foods. Based in New Zealand, Country Pet Foods distributes their food to retailers in the U.S. and Canada and sells directly via their Web store.

Country Pet Foods needed an integrated business management solution that their employees and contractors around the world could access. Their manufacturing plant, shipping department, and sales teams are in different locations, each requiring access to the same data. They had been using QuickBooks for accounting, coupled with PC Anywhere for remote connectivity, plus an online merchant (GoEMerchant) and a variety of Access databases and Web sites “to cobble a lot of processes together for sales management. To get the information into all those places required multiple entries of even the simplest things, such as customer name and address,” says owner Richard Osborne.

They reviewed various solutions, but found none that offered a fully integrated one. Accounting suites such as Peachtree, Business Vision, or MAS90 were either too expensive or did not offer Web-based access and an integrated Web store without extensive

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customization. "We have limited resources, but large requirements and we operate an online retail Web store that requires integration with our accounting to save all those double- and triple-entries of the same thing."

The Solution:

Country Pet Foods implemented NetSuite Small Business to provide international access to their business data and processes, as well as integrate their Web store to the back-end accounting. Now, their "sales force, accounting department, and management are all using the Suite from whatever locale they find themselves in during the course of business." Because they are all accessing the same data, each department doesn't have to enter the same information each time they begin dealing with a customer or vendor. The Suite has also enabled them to hire more remote sales staff, "which has opened up new markets faster than we had anticipated" without the added cost of travel between offices.

The Suite's Customer and Vendor Centers are extremely valuable features for Country Pet Foods. "We greatly benefit from the added ability of our customers and vendors to go online 24-hours-a-day to check on orders, stock, and invoices and to make payments. It's a very professional offering that has helped us attract new clients."